



Digital | **Creative** | Specialists

DCO Guidelines



Introduction

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The 5 essentials to creating Ads that convert

1. Know who your perfect customer is.
2. Have an irresistible product, service or offer that provides a benefit to that customer.
3. Imagery, video and/or animation that draws attention.
4. Copy that compels the audience to take action.
5. A landing page that matches the expectations set out by the ad and compels the viewer to take a single, clear, specific action.

Asset Guidelines

- **Asset Details**

- Confirmation of creative details to be used for the **defaults**:
 - Images, logo x1, copy + font, cta copy + font, colours
- Confirmation of creative details to be used for the **backup images**:
 - Image x1, logo x1, cta copy + font, colours
- We may also need the original image assets so we can crop them in different ways.

- **Image Assets**

- Confirm the number of Frames required and make sure the image sequences match the Creative Matrix (example [here](#)).

- **Copy**

- Confirm final copy, cta copy and image combinations to be used for each frame (we recommend sharing a communal copy doc and image reference for this).

- **Fonts & Font-Size**

- Supply downloaded (licenced) version of the Font used on CTAs
- The font-size for each text element needs to be defined by JavaScript variables.

- **Code**

- We have a preference for clean HTML/CSS code (not HTML5 code from Google Web Designer).

- **Field Sizes**

- We can add the ability to manually control the font-size of each dynamic text element to the DCO sheet, but your developer would need to ensure that the font-size for each dynamic text element is defined by JavaScript variables.
- The variable values would then be replaced with dynamic values.

- **Headlines**

- If no headline is needed, leave the text field blank in the DCO sheet to remove it from the creative. E.g. `devDynamicContent.VictoriasSecret_2024_Sale_Creative[0].FurterText = "";`
- But please note that your developer will be responsible for working out the logic of re-positioning the other elements (CTA button, main image etc) in the event that no headline value is received.

- **Presentation Docs**

- Please provide the most up-to-date presentation docs that show the final/approved designs. The .pptx / docs should match the animated references so that we know which one to use as a reference for: e.g. image animations and button styling.

Before Getting Started

- **How to Filter the Dynamic Content**

- Please confirm how you would like to filter the dynamic content so we can setup the rules. E.g. Do you prefer to use Dynamic Targeting Keys (like Equifax) or would you rather use something like CM Placement IDs (*in the past, you have opted for DTKs - as both sets of assets had multiple variations for different languages*).

- **Dynamic Elements**

- There has to be some kind of logic written into the code to handle whatever dynamic values it receives, e.g. if it receives a dynamic text value for the headline, there has to be some code written somewhere that then adds it to the correct HTML element and applies the correct CSS to style it.
- We can add an extra 'on/off' field to the Data Feed (if that's how you want to control it) - but in the code, remember to tell the ad to show or hide the element depending on the value it receives (that would all need to be added in).

- **Language Variations**

- We can setup the 'en' versions and you can handle the rest once the templates are sorted. E.g.

Sale

sale_en

sale_de

sale_fr

sale_es

sale_it

- **Additional Language Variations**

- You can then setup different 'versions' of these ads for the other required languages.
- To do so, you'd just need to duplicate the EN rows, change the relevant Copy / URL / DTK (checking the previews still look good with the new copy etc) and follow the usual steps to get these published to CM360.

- **Additional Copy**

- You ca

- **Backup Images**

- We recommend something super-generic for the backups like "Sale now on" or "See our latest offers" or "Discover our latest collection" etc.
- The backup images aren't dynamic and don't change when you update the data feed - they get uploaded with the build files as a permanent asset - so you ideally want something that you never (or only rarely) have to change.

DCO Tips

General Considerations

- **Naming Conventions**

- `item_category_variant_size.jpg`
- e.g. `claridges_hotel_1_970x250.jpg`

- **Looping**

- **6 images** = 18s per loop = **1 loop** within 30s
- **5 images** = 15s per loop = **2 loop** within 30s
- **4 images** = 12s per loop = **2 loop** within 30s
- **3 images** = 9s per loop = **3 loop** within 30s
- **2 images** = 6s per loop = **3 loop** within 30s
- **1 image** = nothing to loop so it will play once (e.g. a static image with animation to draw attention).

- **Targeting Keys**

- Supply a list of DTKs to be used for initial setup (in CM360).
- Note: These will need to be activated in DV360 before we can use them in Studio. Please make sure they are activated by Croud.
- Let us know if the targeting keys (DTKs) are active in CM360, or if they are what they're going to be when they're set up.

- **Additional Tracking / UTMs**

- Is there any additional tracking / UTMs you would like to add to the main URL? (this can either be added directly to the URLs in the Data Feed, or we can implement an '**addSuffix**' function within the code that would allow you to specify a single line of tracking within CM360; that would then be automatically appended to all Exit URLs at run time.
- **addSuffix** function explained: here we add a bit of Google code to each build file which takes the URL specified in the Data Feed and then appends UTM tracking from CM360 at run-time.
- Confirmation of all Destination URLs for all Ad Sets (if required).

Dynamic Code and Data Feed Examples

- **Dynamic Code Example**

- We've put together a quick [demo](#) based on your Victoria's Secret files to outline how we'd need the code to be structured in order for us to be able to quickly implement the dynamic code.

- The key differences are as follows:

1. Lines 116 - 121

- Any elements that need to be dynamic have been left empty in the HTML.

2. Lines 128 - 136

- Instead, the values for these dynamic elements are stored in JavaScript variables.

3. Lines 138 - 149

- Which are then added to the empty HTML elements' dynamic setup function.

- We've also made a couple of other small changes, like moving the clickTag function to sit with the rest of the JS, and we've changed the Enabler exit code to make it dynamic.

- The JavaScript variables that power these ads will correspond to the fields that are included in the data feed, so please think about which elements you would like to have control over.

- In the [demo](#) we have included variables for copy, individual font size values, the main image and the exit URL; but you might also want to consider things like whether you want to be able to manually re-position text elements or maybe change the background and text colours.

- Its also worth having a think about any additional elements you might want to include to future-proof these templates as much as possible, e.g. the semi-transparent overlays, legal lines, roundels etc - as well as what level of control you would like to have over them (font size, positioning, how they show / hide as needed).

- **Defining Font-Size in the JavaScript variables vs Re-sizing automatically**

- This is up to you guys and how you want it to work. If you go for the automatic option though, just make sure you thoroughly stress test it with lots of different copy variations to make sure it works with any combination of content.

- Once we begin setting up the dynamic profile and constructing the data feed, we will take our lead from whatever JS variables have been included in the build files, so its crucial that everything you would like dynamic control over has been considered and included.

- Once you have a working master file, these same changes will then need to be made to all of the other sizes in the set and the whole set will need to be re-supplied to us.

- Finally, please remember to include a backup image with each banner, otherwise we won't be able to upload to Studio.

- **Data Feed Example**

- See link [here](#)

Navigating the Data Feed

- **Adding Copy**

- When you want to add additional Copy, its as simple as adding the Copy in the relevant column.
- The only other things you might have to do is adjust the font-sizes where necessary and possibly add some `
` tags into the text, if you want to force a manual line break.

- **Wrapping Text**

- Also, please make sure that whenever and wherever you wrap any of the text in the `` tag, you use the single quote marks instead of the double ones around the class and id names (i.e. ' instead of ").

- **Adding DTKs**

- You can add as many new ones as needed - just be aware that you won't be able to add them to the Data Feed until they've been activated in CM360 (or you can add them to the Feed but you won't be able to retransform the content in Step 2 of the Profile, without getting errors).

Google Setup: To Dos

- **Google Studio**

- Deviceful requires access to the Account and Advertiser.
- *Advertiser* in the Creatives and Assets sections, needs to be enabled for dynamic content.

- **Campaign Manager**

- Please supply all the corresponding Campaign Manager IDs.

- **Trafficking**

- Select all of the Creatives in the relevant dynamic campaign with a status of '**In development**' and then click on '**Approve & Submit**' to publish / traffic them to DV360.

- **Before Launch**

- The Dynamic Profile will be published and the Creatives trafficked. These will then be available to you in CM360.